



From: Tom Jensen, Director of Public Policy Polling

To: Interested Parties

Subject: Arizona Governor's Race Starts Out Tied

Date: August 26, 2014

A new Public Policy Polling survey of Arizona voters finds that the general election match up for Governor between Democrat Fred DuVal and Republican Doug Ducey would start out as a tie, if Ducey wins the primary as recent public polls have suggested.

Key findings from the survey include:

-DuVal and Ducey are both at 35%, with 12% of voters saying they support Libertarian Barry Hess. The high level of support for Hess reflects the unusual amounts of support we're finding for third party candidates across the country right now as voters are unhappy with both parties. DuVal overcomes Arizona's GOP party registration advantage due to a 16 point lead with independent voters.

-Ducey is entering the general election badly damaged by the divisive primary campaign. Only 26% of voters have a favorable opinion of him to 41% who have a negative one. He's at 17/57 with independents and a weak 43/24 even with Republican voters. DuVal remains largely undefined with 60% of voters having no opinion about him and those who do have one pretty evenly split.

-Democrats have an opportunity in Arizona because voters are unhappy with Governor Brewer and the current direction of the state. Only 41% of voters see Brewer favorably to 47% who have an unfavorable opinion of her. And there's a general feeling that the state is on the wrong track- 59% of voters express that sentiment to only 30% who think the state is headed in the right direction under its current Republican leadership.

An unpopular incumbent and a damaged Republican nominee are combining to make the Arizona Governor's office a great opportunity for a Democratic pick up this fall.

PPP interviewed 588 likely voters on August 24th and 25th on behalf of Progress Now Arizona. The survey's margin of error is +/-4.0%





Arizona Survey Results

Q1 This November, there will be an election in Arizona for Governor, Congress, and other important offices. How likely would you say you are to vote this November? Are you certain to vote, will you probably vote, are the chances 50/50, or will you probably not vote?

<i>Certain to vote</i>	92%
<i>Will probably vote</i>	8%
<i>Chances are 50/50</i>	0%
<i>Will probably not vote</i>	0%

Q2 Do you have a favorable or unfavorable opinion of Barack Obama?

<i>Favorable</i>	40%
<i>Unfavorable</i>	51%
<i>Not sure</i>	9%

Q3 Do you have a favorable or unfavorable opinion of Jan Brewer?

<i>Favorable</i>	41%
<i>Unfavorable</i>	47%
<i>Not sure</i>	12%

Q4 Do you have a favorable or unfavorable opinion of Doug Ducey?

<i>Favorable</i>	26%
<i>Unfavorable</i>	41%
<i>Not sure</i>	33%

Q5 Do you have a favorable or unfavorable opinion of Fred DuVal?

<i>Favorable</i>	20%
<i>Unfavorable</i>	21%
<i>Not sure</i>	60%

Q6 If the candidates for Governor were Republican Doug Ducey, Democrat Fred DuVal, and Libertarian Barry Hess, who would you vote for?

<i>Doug Ducey</i>	34%
<i>Fred DuVal</i>	32%
<i>Barry Hess</i>	10%
<i>Not sure</i>	24%

Q7 (Asked only of undecideds:) Would you say you are leaning more towards voting for Doug Ducey, leaning more towards voting for Fred DuVal, or leaning more towards voting for Barry Hess?

<i>Leaning Ducey</i>	1%
<i>Leaning DuVal</i>	3%
<i>Leaning Hess</i>	2%
<i>Truly undecided</i>	18%
<i>n/a</i>	76%

Q8 Generally speaking, do you think things in Arizona are headed in the right direction, or do you think things are off on the wrong track?

<i>Right direction</i>	30%
<i>Wrong track</i>	59%
<i>Not sure</i>	12%

Q9 In the last presidential election, did you vote for Barack Obama or Mitt Romney?

<i>Barack Obama</i>	41%
<i>Mitt Romney</i>	48%
<i>Someone else / Don't remember</i>	11%





Q10 Would you describe yourself as very liberal, somewhat liberal, moderate, somewhat conservative, or very conservative?

<i>Very liberal</i>	9%
<i>Somewhat liberal</i>	15%
<i>Moderate</i>	34%
<i>Somewhat conservative</i>	18%
<i>Very conservative</i>	24%

Q11 If you are a woman, press 1. If a man, press 2.

<i>Woman</i>	53%
<i>Man</i>	47%

Q12 If you are a Democrat, press 1. If a Republican, press 2. If you are an independent or identify with another party, press 3.

<i>Democrat</i>	35%
<i>Republican</i>	39%
<i>Independent / Other</i>	26%

Q13 If you are Hispanic, press 1. If white, press 2. If African American, press 3. If other, press 4.

<i>Hispanic</i>	16%
<i>White</i>	73%
<i>African American</i>	4%
<i>Other</i>	7%

Q14 If you are 18 to 29 years old, press 1. If 30 to 45, press 2. If 46 to 65, press 3. If you are older than 65, press 4.

<i>18 to 29</i>	10%
<i>30 to 45</i>	26%
<i>46 to 65</i>	40%
<i>Older than 65</i>	24%

Q15 Which of the following best describes the highest level of education you completed: some high school, but did not finish; high school graduate; some college, but did not finish; two-year college degree; four-year college degree; some graduate work; or post-graduate degree?

<i>Some high school</i>	4%
<i>High school graduate</i>	12%
<i>Some college</i>	23%
<i>2-year degree</i>	13%
<i>4-year degree</i>	21%
<i>Some graduate work</i>	10%
<i>Post-grad degree</i>	16%
<i>Don't care to say</i>	2%

Q16 If you live in Cococino County, press 1. If Maricopa County, press 2. If Pima County, press 3. If Pinal County, press 4. If you live somewhere else, press 5.

<i>Cococino County</i>	3%
<i>Maricopa County</i>	57%
<i>Pima County</i>	17%
<i>Pinal County</i>	5%
<i>Somewhere else</i>	17%

Q17 Mode

<i>Phone</i>	80%
<i>Internet</i>	20%





	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
Obama Favorability				
Favorable	40%	88%	5%	13%
Unfavorable	51%	4%	90%	55%
Not sure	9%	8%	5%	31%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
Brewer Favorability				
Favorable	41%	15%	68%	19%
Unfavorable	47%	75%	20%	60%
Not sure	12%	10%	12%	21%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
Ducey Favorability				
Favorable	26%	8%	42%	22%
Unfavorable	41%	62%	22%	43%
Not sure	33%	30%	36%	35%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
DuVal Favorability				
Favorable	20%	38%	6%	10%
Unfavorable	21%	17%	26%	13%
Not sure	60%	45%	69%	76%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
Ducey/DuVal/Hess				
Doug Ducey	34%	7%	61%	14%
Fred DuVal	32%	69%	4%	18%
Barry Hess	10%	7%	11%	20%
Not sure	24%	17%	23%	48%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
Leaners				
Leaning Ducey	1%	0%	2%	5%
Leaning DuVal	3%	5%	1%	3%
Leaning Hess	2%	1%	1%	9%
Truly undecided	18%	11%	20%	31%
n/a	76%	83%	77%	52%





	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
AZ Right/Wrong Track				
Right direction	30%	18%	40%	30%
Wrong track	59%	75%	47%	49%
Not sure	12%	8%	13%	21%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Obama Favorability						
Favorable	40%	78%	72%	51%	20%	3%
Unfavorable	51%	13%	21%	34%	76%	90%
Not sure	9%	9%	6%	15%	4%	7%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Brewer Favorability						
Favorable	41%	18%	17%	26%	60%	71%
Unfavorable	47%	72%	76%	60%	30%	14%
Not sure	12%	10%	6%	14%	10%	15%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Ducey Favorability						
Favorable	26%	17%	9%	14%	32%	53%
Unfavorable	41%	56%	61%	52%	24%	18%
Not sure	33%	27%	30%	33%	44%	30%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
DuVal Favorability						
Favorable	20%	47%	31%	22%	11%	4%
Unfavorable	21%	18%	23%	20%	21%	21%
Not sure	60%	35%	46%	58%	68%	75%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Ducey/DuVal/Hess						
Doug Ducey	34%	11%	12%	15%	54%	68%
Fred DuVal	32%	65%	59%	45%	7%	3%
Barry Hess	10%	15%	7%	13%	10%	7%
Not sure	24%	9%	22%	27%	29%	22%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Leaners						
Leaning Ducey	1%	-	0%	2%	3%	1%
Leaning DuVal	3%	3%	6%	3%	2%	1%
Leaning Hess	2%	-	2%	2%	-	3%
Truly undecided	18%	6%	14%	20%	24%	16%
n/a	76%	91%	78%	73%	71%	78%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
AZ Right/Wrong Track						
Right direction	30%	15%	16%	24%	41%	43%
Wrong track	59%	80%	72%	63%	47%	45%
Not sure	12%	5%	12%	13%	11%	13%





	Base	Gender	
		Woman	Man
Obama Favorability			
Favorable	40%	40%	40%
Unfavorable	51%	48%	54%
Not sure	9%	12%	7%

	Base	Gender	
		Woman	Man
Brewer Favorability			
Favorable	41%	37%	45%
Unfavorable	47%	49%	46%
Not sure	12%	15%	9%

	Base	Gender	
		Woman	Man
Ducey Favorability			
Favorable	26%	22%	30%
Unfavorable	41%	38%	44%
Not sure	33%	40%	26%

	Base	Gender	
		Woman	Man
DuVal Favorability			
Favorable	20%	19%	20%
Unfavorable	21%	15%	27%
Not sure	60%	66%	52%

	Base	Gender	
		Woman	Man
Ducey/DuVal/Hess			
Doug Ducey	34%	32%	35%
Fred DuVal	32%	31%	34%
Barry Hess	10%	10%	11%
Not sure	24%	27%	20%

	Base	Gender	
		Woman	Man
Leaners			
Leaning Ducey	1%	1%	2%
Leaning DuVal	3%	3%	2%
Leaning Hess	2%	1%	2%
Truly undecided	18%	21%	14%
n/a	76%	73%	80%

	Base	Gender	
		Woman	Man
AZ Right/Wrong Track			
Right direction	30%	27%	33%
Wrong track	59%	60%	57%
Not sure	12%	13%	10%

	Base	Party		
		Democrat	Republican	Independent / Other
Obama Favorability				
Favorable	40%	76%	9%	39%
Unfavorable	51%	15%	88%	43%
Not sure	9%	9%	4%	18%





	Base	Party		
		Democrat	Republican	Independent / Other
Brewer Favorability				
Favorable	41%	21%	65%	30%
Unfavorable	47%	69%	24%	54%
Not sure	12%	10%	11%	16%

	Base	Party		
		Democrat	Republican	Independent / Other
Ducey Favorability				
Favorable	26%	13%	43%	17%
Unfavorable	41%	55%	24%	47%
Not sure	33%	32%	33%	36%

	Base	Party		
		Democrat	Republican	Independent / Other
DuVal Favorability				
Favorable	20%	35%	5%	21%
Unfavorable	21%	20%	25%	14%
Not sure	60%	45%	70%	64%

	Base	Party		
		Democrat	Republican	Independent / Other
Ducey/DuVal/Hess				
Doug Ducey	34%	9%	64%	20%
Fred DuVal	32%	62%	5%	34%
Barry Hess	10%	7%	9%	17%
Not sure	24%	21%	22%	29%

	Base	Party		
		Democrat	Republican	Independent / Other
Leaners				
Leaning Ducey	1%	1%	2%	2%
Leaning DuVal	3%	4%	1%	4%
Leaning Hess	2%	0%	0%	5%
Truly undecided	18%	16%	19%	18%
n/a	76%	79%	78%	71%

	Base	Party		
		Democrat	Republican	Independent / Other
AZ Right/Wrong Track				
Right direction	30%	20%	41%	25%
Wrong track	59%	73%	44%	62%
Not sure	12%	6%	16%	13%





	Base	Race			
		Hispanic	White	African American	Other
Obama Favorability					
Favorable	40%	48%	37%	77%	32%
Unfavorable	51%	35%	57%	9%	52%
Not sure	9%	17%	7%	13%	16%

	Base	Race			
		Hispanic	White	African American	Other
Brewer Favorability					
Favorable	41%	22%	46%	33%	27%
Unfavorable	47%	64%	43%	42%	52%
Not sure	12%	14%	10%	25%	21%

	Base	Race			
		Hispanic	White	African American	Other
Ducey Favorability					
Favorable	26%	24%	26%	32%	29%
Unfavorable	41%	40%	40%	62%	37%
Not sure	33%	36%	34%	6%	33%

	Base	Race			
		Hispanic	White	African American	Other
DuVal Favorability					
Favorable	20%	16%	19%	52%	10%
Unfavorable	21%	21%	19%	25%	38%
Not sure	60%	62%	62%	23%	52%

	Base	Race			
		Hispanic	White	African American	Other
Ducey/DuVal/Hess					
Doug Ducey	34%	19%	39%	22%	25%
Fred DuVal	32%	44%	29%	56%	25%
Barry Hess	10%	13%	9%	16%	13%
Not sure	24%	24%	23%	6%	37%

	Base	Race			
		Hispanic	White	African American	Other
Leaners					
Leaning Ducey	1%	-	2%	-	2%
Leaning DuVal	3%	5%	3%	-	3%
Leaning Hess	2%	-	1%	-	8%
Truly undecided	18%	19%	17%	6%	24%
n/a	76%	76%	77%	94%	63%





	Base	Race			
		Hispanic	White	African American	Other
AZ Right/Wrong Track					
Right direction	30%	12%	33%	47%	28%
Wrong track	59%	85%	54%	50%	57%
Not sure	12%	3%	14%	3%	15%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Obama Favorability					
Favorable	40%	34%	40%	45%	34%
Unfavorable	51%	46%	45%	50%	60%
Not sure	9%	21%	15%	5%	6%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Brewer Favorability					
Favorable	41%	11%	44%	40%	51%
Unfavorable	47%	65%	45%	50%	37%
Not sure	12%	24%	11%	10%	11%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Ducey Favorability					
Favorable	26%	29%	28%	23%	28%
Unfavorable	41%	23%	33%	46%	47%
Not sure	33%	48%	40%	30%	25%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
DuVal Favorability					
Favorable	20%	2%	20%	24%	20%
Unfavorable	21%	19%	17%	24%	20%
Not sure	60%	79%	63%	53%	60%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Ducey/DuVal/Hess					
Doug Ducey	34%	24%	34%	31%	43%
Fred DuVal	32%	15%	30%	38%	32%
Barry Hess	10%	23%	11%	11%	5%
Not sure	24%	38%	25%	21%	20%





	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Leaners					
Leaning Ducey	1%	4%	-	1%	3%
Leaning DuVal	3%	5%	3%	2%	3%
Leaning Hess	2%	8%	1%	1%	0%
Truly undecided	18%	22%	22%	17%	13%
n/a	76%	62%	75%	79%	80%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
AZ Right/Wrong Track					
Right direction	30%	18%	36%	26%	33%
Wrong track	59%	69%	55%	64%	49%
Not sure	12%	13%	9%	10%	18%

	Base	Education							
		Some high school	High school graduate	Some college	2-year degree	4-year degree	Some graduate work	Post-grad degree	Don't care to say
Obama Favorability									
Favorable	40%	50%	24%	31%	27%	43%	47%	68%	6%
Unfavorable	51%	29%	68%	59%	56%	50%	47%	29%	56%
Not sure	9%	21%	8%	10%	16%	7%	6%	3%	38%

	Base	Education							
		Some high school	High school graduate	Some college	2-year degree	4-year degree	Some graduate work	Post-grad degree	Don't care to say
Brewer Favorability									
Favorable	41%	22%	47%	48%	32%	50%	37%	26%	50%
Unfavorable	47%	32%	33%	42%	54%	41%	58%	67%	50%
Not sure	12%	47%	20%	11%	15%	9%	5%	7%	-

	Base	Education							
		Some high school	High school graduate	Some college	2-year degree	4-year degree	Some graduate work	Post-grad degree	Don't care to say
Ducey Favorability									
Favorable	26%	21%	26%	29%	25%	34%	26%	12%	28%
Unfavorable	41%	24%	37%	29%	37%	36%	57%	65%	26%
Not sure	33%	55%	37%	42%	38%	29%	17%	23%	46%

	Base	Education							
		Some high school	High school graduate	Some college	2-year degree	4-year degree	Some graduate work	Post-grad degree	Don't care to say
DuVal Favorability									
Favorable	20%	-	8%	11%	16%	26%	20%	41%	4%
Unfavorable	21%	15%	20%	19%	24%	18%	38%	17%	-
Not sure	60%	85%	72%	70%	60%	56%	41%	42%	96%

	Base	Education							
		Some high school	High school graduate	Some college	2-year degree	4-year degree	Some graduate work	Post-grad degree	Don't care to say
Ducey/DuVal/Hess									
Doug Ducey	34%	25%	44%	40%	33%	35%	32%	17%	51%
Fred DuVal	32%	6%	17%	26%	34%	31%	32%	62%	2%
Barry Hess	10%	22%	6%	11%	6%	15%	17%	5%	-
Not sure	24%	48%	34%	23%	27%	18%	19%	15%	46%

	Base	Education							
		Some high school	High school graduate	Some college	2-year degree	4-year degree	Some graduate work	Post-grad degree	Don't care to say
Leaners									
Leaning Ducey	1%	3%	4%	1%	2%	-	1%	1%	-
Leaning DuVal	3%	-	2%	4%	2%	2%	8%	3%	-
Leaning Hess	2%	15%	-	3%	-	-	-	2%	-
Truly undecided	18%	30%	28%	16%	23%	16%	10%	10%	46%
n/a	76%	52%	66%	77%	73%	82%	81%	85%	54%

	Base	Education							
		Some high school	High school graduate	Some college	2-year degree	4-year degree	Some graduate work	Post-grad degree	Don't care to say
AZ Right/Wrong Track									
Right direction	30%	12%	42%	31%	16%	46%	27%	13%	19%
Wrong track	59%	66%	44%	56%	69%	47%	63%	78%	55%
Not sure	12%	22%	15%	14%	13%	7%	11%	9%	26%





	Base	Location				
		Cococino County	Maricopa County	Pima County	Pinal County	Somewhere else
Obama Favorability						
Favorable	40%	41%	40%	50%	50%	27%
Unfavorable	51%	59%	52%	39%	32%	65%
Not sure	9%	-	9%	11%	18%	8%

	Base	Location				
		Cococino County	Maricopa County	Pima County	Pinal County	Somewhere else
Brewer Favorability						
Favorable	41%	23%	41%	30%	40%	53%
Unfavorable	47%	64%	48%	57%	42%	34%
Not sure	12%	13%	11%	13%	18%	12%

	Base	Location				
		Cococino County	Maricopa County	Pima County	Pinal County	Somewhere else
Ducey Favorability						
Favorable	26%	13%	29%	27%	6%	24%
Unfavorable	41%	61%	41%	47%	36%	32%
Not sure	33%	26%	30%	26%	58%	44%

	Base	Location				
		Cococino County	Maricopa County	Pima County	Pinal County	Somewhere else
DuVal Favorability						
Favorable	20%	45%	19%	25%	10%	13%
Unfavorable	21%	21%	25%	17%	15%	10%
Not sure	60%	34%	55%	58%	75%	76%

	Base	Location				
		Cococino County	Maricopa County	Pima County	Pinal County	Somewhere else
Ducey/DuVal/Hess						
Doug Ducey	34%	13%	33%	35%	10%	43%
Fred DuVal	32%	34%	30%	46%	46%	23%
Barry Hess	10%	5%	14%	2%	14%	9%
Not sure	24%	48%	23%	17%	30%	24%

	Base	Location				
		Cococino County	Maricopa County	Pima County	Pinal County	Somewhere else
Leaners						
Leaning Ducey	1%	-	2%	0%	-	2%
Leaning DuVal	3%	10%	3%	2%	1%	1%
Leaning Hess	2%	-	1%	-	-	5%
Truly undecided	18%	38%	17%	15%	29%	16%
n/a	76%	52%	77%	83%	70%	76%

	Base	Location				
		Cococino County	Maricopa County	Pima County	Pinal County	Somewhere else
AZ Right/Wrong Track						
Right direction	30%	2%	32%	16%	35%	39%
Wrong track	59%	98%	57%	74%	50%	43%
Not sure	12%	-	11%	10%	15%	18%

	Base	Mode	
		Phone	Internet
Obama Favorability			
Favorable	40%	40%	38%
Unfavorable	51%	52%	47%
Not sure	9%	8%	15%





	Base	Mode	
		Phone	Internet
Brewer Favorability			
Favorable	41%	43%	32%
Unfavorable	47%	47%	48%
Not sure	12%	10%	20%

	Base	Mode	
		Phone	Internet
Ducey Favorability			
Favorable	26%	28%	18%
Unfavorable	41%	42%	35%
Not sure	33%	30%	47%

	Base	Mode	
		Phone	Internet
DuVal Favorability			
Favorable	20%	21%	12%
Unfavorable	21%	22%	15%
Not sure	60%	57%	73%

	Base	Mode	
		Phone	Internet
Ducey/DuVal/Hess			
Doug Ducey	34%	35%	31%
Fred DuVal	32%	35%	21%
Barry Hess	10%	10%	14%
Not sure	24%	21%	35%

	Base	Mode	
		Phone	Internet
Leaners			
Leaning Ducey	1%	1%	3%
Leaning DuVal	3%	2%	5%
Leaning Hess	2%	1%	3%
Truly undecided	18%	16%	25%
n/a	76%	79%	65%

	Base	Mode	
		Phone	Internet
AZ Right/Wrong Track			
Right direction	30%	28%	36%
Wrong track	59%	60%	52%
Not sure	12%	12%	12%

